



ODIN – On Demand Information Network Hand book

**Version 2
22-March-2012**

Revision History

No.	Date	By	Reason
1	05-OCT-2011	Narendra V Joshi	Initial version
2	22-MAR-2012	Narendra V Joshi	Enhanced the handbook for the MDP gap items release.
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Table of Contents

1. Overview	4
1.1. What is in this handbook? Intended audience?	4
1.2. What is Odin?	4
1.3. What are the different sources of information for Odin?	4
1.4. What are the different Metrics in Odin and how are they interrelated?	5
2. System Overview	6
3. Application Overview	8
3.1. Data related to Digital Channels.....	8
3.1.1. Digital Metrics & Measures.....	12
3.2. Data related to Cards.....	15
3.2.1. Card Metric Sourcing	16
3.3. Data related to Mortgage.....	18
3.4. Data related to ACT.....	23
3.4.1. ACT Metric sourcing.....	26
3.5. Data related to IM.....	27
3.5.1. IM Metric sourcing.....	29
3.6. Product hierarchy	32
3.6.1. Product hierarchy reconciliation	32
3.7. Segment and Primacy data.....	34
3.8. Units data	35
3.9. Channel data.....	36
3.10. Odin Exports	38
4. Tools and Utilities used.....	39
5. Raising request for Odin db access.....	40
6. Important links.....	41
7. Contacts list.....	42
8. Glossary.....	43

1. Overview

1.1. What is in this handbook? Intended audience?

This handbook provides an overview of the data contained in Odin and the source for the data in Odin.

The handbook does not however go into the intricacies of the data or their sources. This handbook also does not dwell into the different reports generated out of this data.

Please email dg.ODIN_Dev@bankofamerica.com for more information.

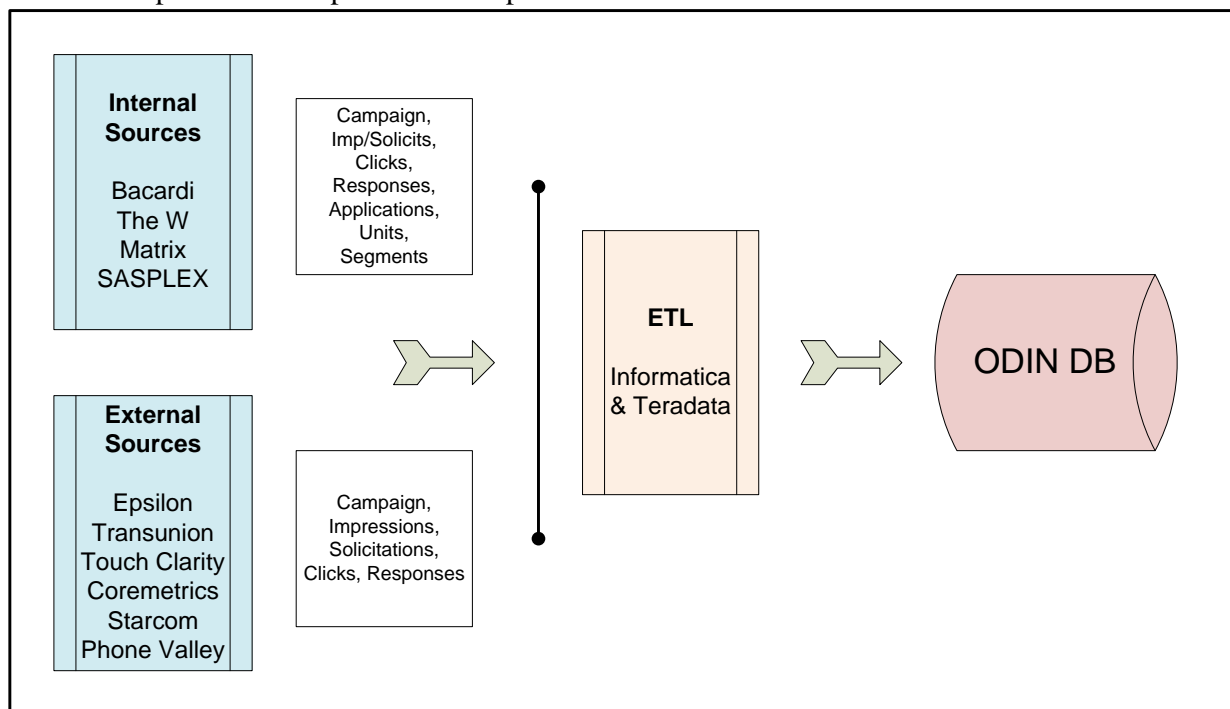
1.2. What is Odin?

ODIN stands for On Demand Information Network. This application was envisioned to consolidate the existing multiple reporting systems into an integrated end-to-end reporting platform. Vision of ODIN is to be the consolidated future state marketing analytics & reporting system for Bank of America.

1.3. What are the different sources of information for Odin?

Odin fetches data from different systems. Each of these systems holds data for a specific lob or for a specific channel. For Ex – all data for digital channels came from eMARC (all DRAM Lob's) whereas Bacardi was the source for Cards LOB only.

The picture below provides a snapshot of the different sources of data for Odin.

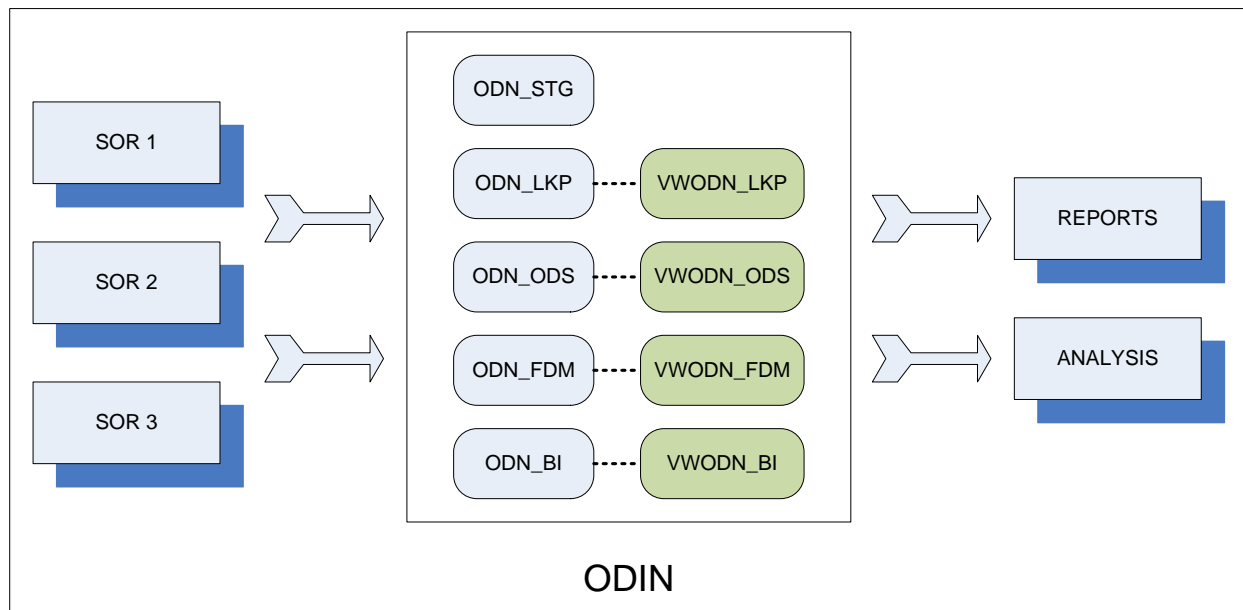


1.4. What are the different Metrics in Odin and how are they interrelated?

The following visualization provides an overview of the different metrics in Odin and their interrelation. As discussed earlier, Odin brings in data for Digital and Non Digital Marketing channels. Different taxonomies are used across marketing reporting platforms for the same metric in the Consumer Marketing Lifecycle. (E.g. a solicitation is considered an impression in eMARC and a solicitation in CampSight).

	Solicitation	Response	Lead	App	Booked Account/ Units	Costs	Revenue / Value
IRRIS	Cell Count	Response Count	N/A	Application	Booked	N/A	Balance
eMARC (Digital)	Impression	Click (Yes, No, ShowMe Later)	N/A	Application	Booked Account	CPC Cost Per Click	SVA
CampSight	Impression or Mail Sent	Call or Form	Lead	Application	Funded Loan	Original Fulfillment Cost	Revenue generated on loan
Cards	Presented	Application Approved or Denied	N/A	Decision (Analyst, Auto)	Booked / New Account	N/A	Balance Due

2. System Overview



The diagram above depicts the Odin system. Data is pulled from the different source systems (SOR) and aggregated in Odin. The aggregated data is used for analysis, generating reports etc.

The different operational databases and the view databases contained in Odin are detailed in the tables below.

SL #	Database name	Description
1	ODN_STG	Staging tables
2	ODN_LKP	Lookup tables
3	ODN_ODS	Operation tables
4	ODN_FDM	Fact dimension tables
5	ODN_BI	Business Intelligence tables

SL #	View database name	Description
1	VWODN_LKP	Lookup table views
2	VWODN_ODS	Operation table views
3	VWODN_FDM	Fact dimension table views
4	VWODN_BI	Consumption views for business

Thumb rules to identify the tables in each of these databases –

- All Digital tables start with EM_
- All Mortgage tables start with MORTGAGE_
- All Card tables start with CARD_
- All IM (Interactions Management) tables start with IM_
- All ACT (Automated Campaign Tracking) tables start with ACT_

(Refer to the Odin data model to know more about the Odin database/tables structure)

3. Application Overview

3.1.Data related to Digital Channels

The digital data can be divided into Channel and Non-Channel data. A Channel is a source or a marketing outlet (a way of dividing or categorizing). It is NOT a data source.

Channels can be further divided into High, Medium and Low.

- Top - Authenticated and Non Authenticated
- Medium - TOLA, SASO, SASI, ATM etc
- Low - Targeted TOLA etc

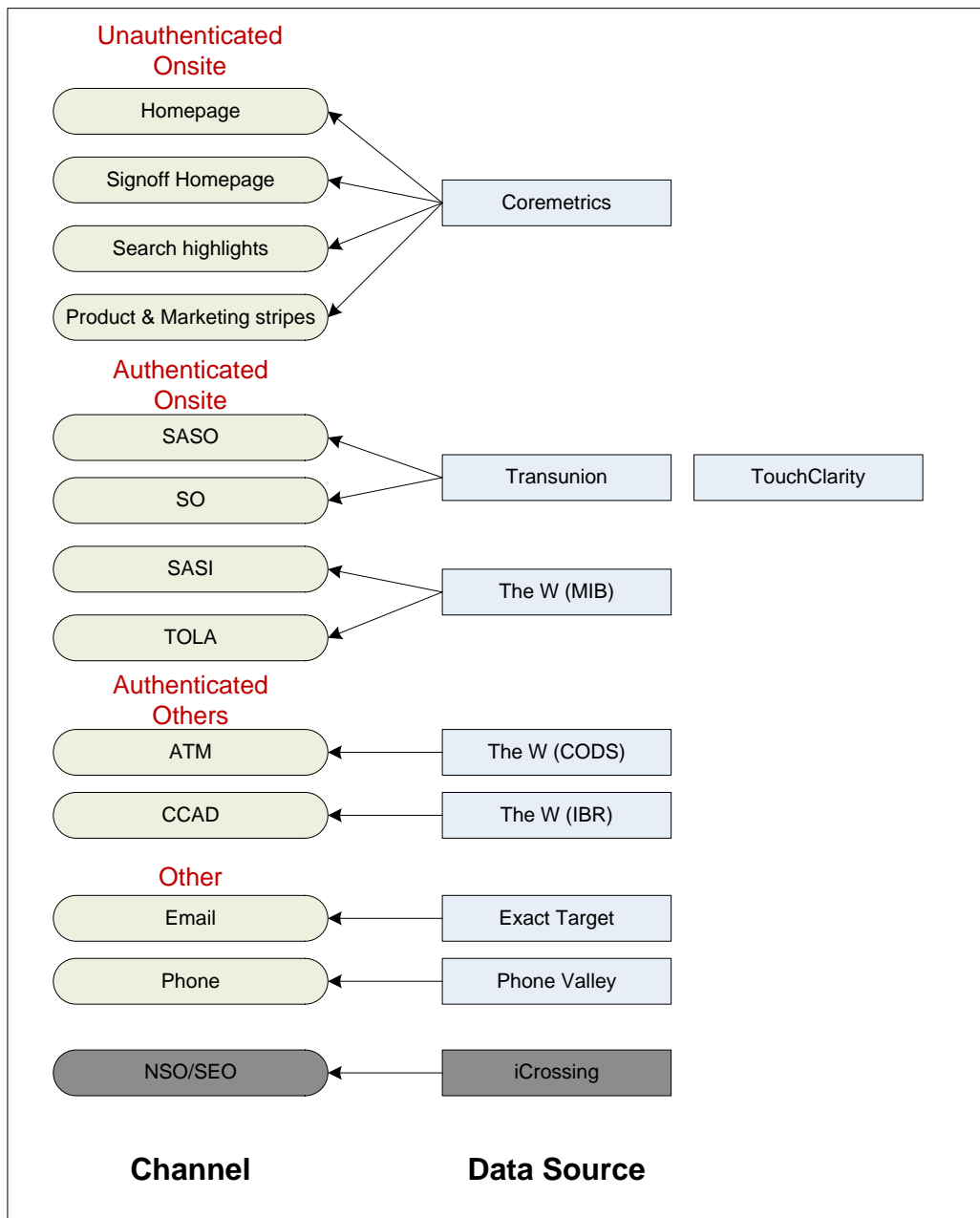
Channels – High	Channels - Medium	Comments
Authenticated Onsite	CCAD	Credit Card Account Details – Information that is gathered from Credit cards
	SASI	Splash At Sign In – Ads that are displayed at the sign in
	SASO	Splash At Sign Out – Ads that are displayed at the sign out
	SO	Special offers
	TOLA	Targeted On Line Advertising – Online ads on the webpage. These online ads might be customized based on the info gathered. For ex - If a person had clicked on the CD in his last session, he might get an ad for CD in his next session.
Authenticated	ATM	
	Email	
Unauthenticated	Unauthenticated Onsite	
	NSO/SEO	Natural Search Optimization/ Search Engine Optimization

The different metrics on which the digital data is reported are shown below –

Metrics	Description	Comments
Impressions	Display of an ad on the online page	An Impression is similar to a Solicitation
Clicks	The user clicking the ad that is displayed. So a click is a subset of an impression	A click is a “Response” to an impression. Clicks can be “No thanks”, “Show me Later”, “More info” etc.
Units	Every click which has got converted is a unit. So if a person clicks on a CD ad and buys a CD, then it is a unit.	
Campaigns	Marketing the product to the consumer	

The diagram below depicts the different digital channel with their sources.

- All Unauthenticated Onsite channel clicks and impressions are sourced from Coremetrics
- For the Authenticated channel, SASI and TOLA clicks and impressions are sourced from the W’s MIB tables
- Data for SASO and SO are sourced from Transunion (unauthenticated Special Offers are currently not reported).
- ATM channel data is sourced from the W’s CODS tables
- CCAD channel data is sourced from the IBR tables
- NSO/SEO data comes from iCrossing
- Email channel clicks and impression data is sourced by Exact Target, a third-party email vendor.
- Phone channel data is sourced from Phone Valley.



** iCrossing is changing and a new source will be providing data for NSO/SEO. This process is not yet built into Odin. So Odin does not have NSO/SEO data.

Source	Channel	Input File Name
Coremetrics	Onsite	site_promo_full_list.csv
Transunion	SASO	TUI_COID_Export*.txt.pgp
		SASO_TargetedPartyIDData*.txt.pgp
		SASOCellCodeMapping*.txt.pgp
		SASO_ReportData*.txt.pgp
Transunion	SO	SpecialOffers_OffersPresentedClicked*.txt.pgp
		SpecialOffers_PartyIDsClicked*.txt.pgp
Starcom	3rd Party	starcom_units*.asc
		starcom_display*.asc
		starcom_search*.asc
		spotlight_export*.asc
Touch Clarity	TCCM	BOA_DailyTotalvRandomvTarget*.sig
		Date_BOA_OLB_CC_Details*.csv
Phone Valley	Phone	ILFRACE.120103060239_201201030730.csv
Exact Target	Email	eMarcBOUNCED_YYYYMMDD.TXT
		eMarcOPENS_YYYYMMDD.TXT
		eMarcCLICKS_YYYYMMDD.txt
		eMarcPUSHED_YYYYMMDD.txt
		New_EpiphanyUnsubs_emarc_YYYYMMDD.txt
Source Point	Email totals	SourcePoint*.txt

Value	Description
Touch Clarity	Decides what ads need to be displayed at home page, TOLA, banners, SASO. The Touch Clarity cookie analyses the browse pattern of customer overtime and decides the best ad for the customer.
Coremetrics	How many impressions and clicks did an ad get is collected by core metrics
Transunion	The special offers that are shown when a person logs on to his bank account. This is authenticated. They host the ads. The splash at sign off ads is determined by TC but hosted by Transunion.

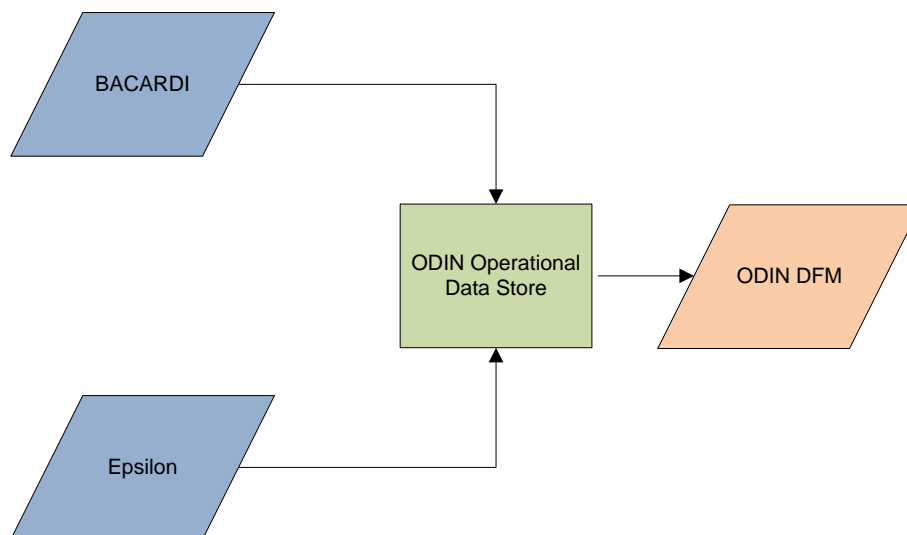
3.1.1. Digital Metrics & Measures

Channel - High	Chanel - Medium	Source	Dimensions	Metrics
Authenticated Onsite	CCAD	The W	<ul style="list-style-type: none"> Campaigns Images Time Products 	<ul style="list-style-type: none"> Impressions Clicks
	SASI	The W	<ul style="list-style-type: none"> Buttons Splashes Time Product 	<ul style="list-style-type: none"> Impressions Clicks
	SASO	Transunion	<ul style="list-style-type: none"> Actions Campaigns Cells Creative Time TU Product SASO Channel Channel COID 	<ul style="list-style-type: none"> Clicks
	SO	Transunion	<ul style="list-style-type: none"> Campaigns Cells Landing URL Target Type Time 	
	TOLA	The W	<ul style="list-style-type: none"> Containers BAU Containers Containers Campaigns Time Product Channel 	<ul style="list-style-type: none"> Impressions Clicks
Authenticated	ATM	The W	<ul style="list-style-type: none"> Campaigns Time Products 	<ul style="list-style-type: none"> Impressions Clicks
	Email	Exact	<ul style="list-style-type: none"> Campagins 	

		Target	<ul style="list-style-type: none"> • Cells • Creatives • Sources • URLs • Time 	
Un-authenticated	Unauthenticated Onsite	Coremetrics	<ul style="list-style-type: none"> • Campaign Options • Parameters • Time • Products • Channels 	<ul style="list-style-type: none"> • Impressions • Clicks • Applications
	Display & Search	Starcom	<ul style="list-style-type: none"> • TL Sources • LOBs • Third Party PKID • Time • MIR Channel 	<ul style="list-style-type: none"> • Applications • Units
Others	Phone	Phone valley	<ul style="list-style-type: none"> • Phone numbers • Programs • Messages • SMS 	
	Campaign data	IRRIS	<ul style="list-style-type: none"> • Campaign • IRRIS • Products • Products • Time • TL Sources 	<ul style="list-style-type: none"> • Units
	Email subscriptions	Source Point	<ul style="list-style-type: none"> • TL Source • Time • Products • Track Codes • TL Sources 	Subscriptions
	TOLA, SASO, Onsite	Touch Clarity	<ul style="list-style-type: none"> • TCCCM • Conversion Point • Products • Time • Channels 	<ul style="list-style-type: none"> • Clicks • Conversions • Estimated units booked • Impressions • SVA
	Deposits	The W	<ul style="list-style-type: none"> • Node • HP_Nodes • W • Proudcuts • Regions • BBG 	<ul style="list-style-type: none"> • Applied • Approved • Withdrawn • Booked • Funded • Declined

			<ul style="list-style-type: none">• DDA Sequences• App_Sources• Campaigns• Parameters• Products• Time	
	3 rd Party	Starcom		<ul style="list-style-type: none">• Impressions• Clicks

3.2.Data related to Cards



Channel		Campaign	Solicitation	Applications	Units	Balance
Direct Mail Acquisition		Epsilon	Epsilon	BACARDI	BACARDI	BACARDI
Direct Mail Existing Accounts	Small Business	Epsilon	Epsilon	BACARDI	BACARDI	BACARDI
	Consumer Card					
Cross Sell		Epsilon	Epsilon	BACARDI	BACARDI	BACARDI
Event		Epsilon	BACARDI	BACARDI	BACARDI	BACARDI
Partner Media		Epsilon	BACARDI	BACARDI	BACARDI	BACARDI
POS		Epsilon	BACARDI	BACARDI	BACARDI	BACARDI
Banking Center		Epsilon	Epsilon	BACARDI	BACARDI	BACARDI

- Direct mail solicitations for new customers will be extracted from Epsilon
- Direct mail solicitations for existing customers from LOB Reports. Epsilon has this solicitation data but the decision to take this data would depend on the comparative study with DRAM report.
- Event Responses, Units and Balances will be taken from BACARDI. Solicitations will be calculated from responses as Responses + 10%

- Banking center solicitations are extracted from LOB reports. Epsilon has this solicitation data but the decision to bring in this data would depend on the comparative study with DRAM Report.
- Banking center Responses, Units and Balances are extracted from Bacardi
- Partner Media Responses, Units and Balances will be taken from BACARDI. Solicitations will be calculated from responses as Responses + 10%
- POS Responses, Units and Balances will be taken from BACARDI. Solicitations will be calculated from responses as Responses + 10%
- Cross Sell Solicitations, Responses, Units and Balances will be extracted from Bacardi. The solicitation data is present in Epsilon as Choice solicitations. The decision to take this data from Epsilon would depend on the comparative study.
- Segment data can be fetched from NAR datasets in BACARDI system based on the product account number.

3.2.1. Card Metric Sourcing

Metric	Channel	Base Table	Source System
Campaign	Direct Mail	PROMO_SRC_CD_CTRL	Epsilon

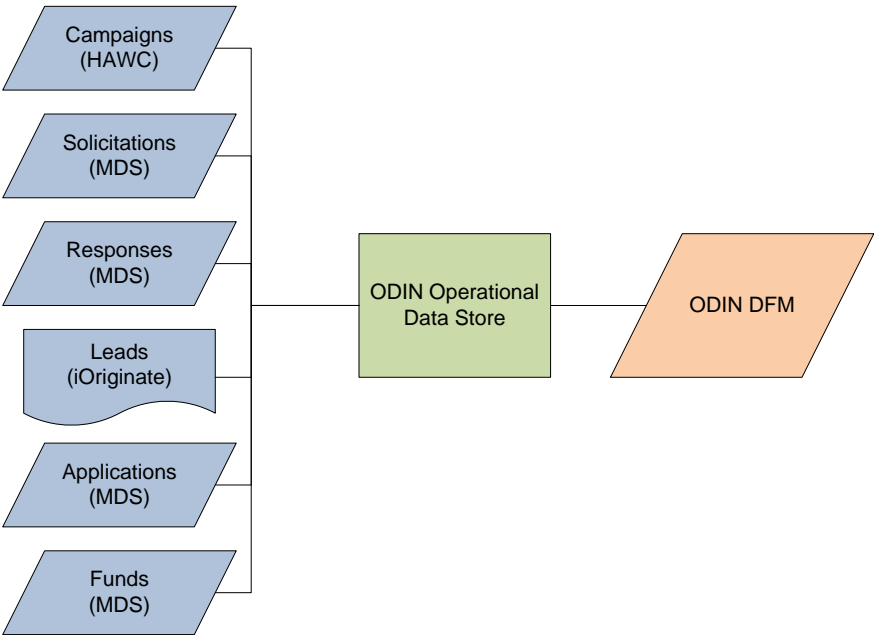
Metric	Channel	Base Table	Source System
Solicitations	Direct Mail (Card Acquisitions)	PROMO_HISTORY	Epsilon
	Direct Mail (Existing Accounts)	PROMOHIST_CARDEXACCT	Epsilon
	Event Partner Media POS	IUSRFLSBIL_USA_CHANNEL_DCLN4_PND_VW EUSR.ARSRATRADES_VW_APRV	BACARDI
		IUSRFLSBIL_USA_CHANNEL_APRV D4_VW EUSR.ARSRATRADES_VW_APRV	BACARDI
	Cross Sell	PROMOHIST_CHOICE PROMOHIST_CHOICE_NM	Epsilon
		DW.SLCT_OFFER_PRODUCT DWUSA.SOLICITATION_OFFER	BACARDI
	Banking Centers	PROMOHIST_IM PROMOHIST_IM_NM	Epsilon

Metric	Channel	Base Table	Source System
Applications	All	IUSRFL.SBIL_USA_CHANNEL_DCLN4_PND_VW	BACARDI
		EUSR.ARSRATRADES_VW_DCLN_PND	BACARDI
		IUSRFL.SBIL_USA_CHANNEL_APRVD4_VW	BACARDI
		EUSR.ARSRATRADES_VW_APRVD	BACARDI

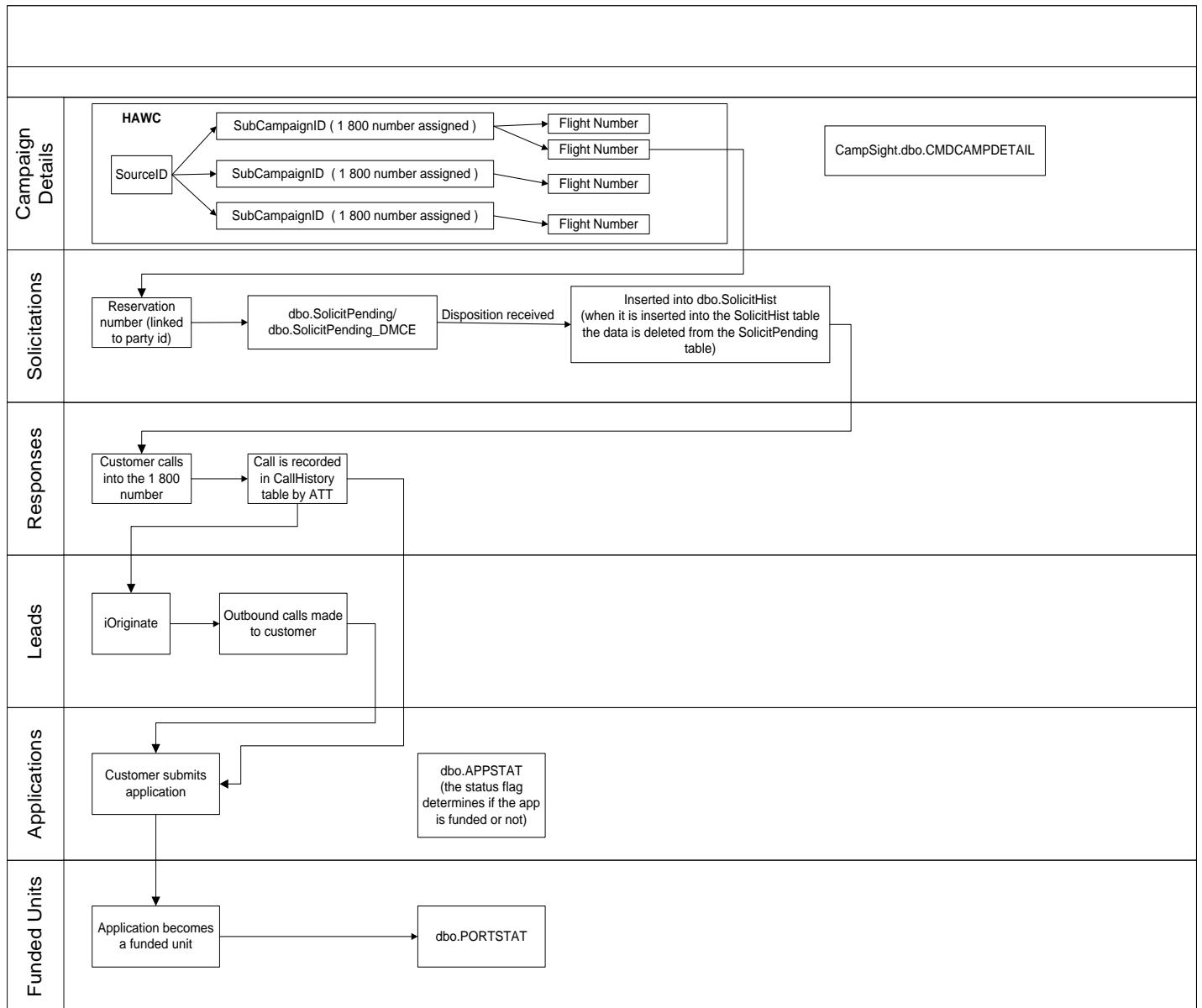
Metrics	Channel	Base Table	Source System
Accounts	All	IUSRFL.SBIL_USA_CHANNEL_APRVD4_VW	BACARDI
		EUSR.ARSRATRADES_VW_APRVD	BACARDI

Metric	Channel	Base Table	Source System
Balance	All	NAR.VINTAGE_&YYYYMM	BACARDI

3.3.Data related to Mortgage



The business flow of the Mortgage Market data is shown below -



BI VIEW	Stored Procedure	Comments
MTG_STMT_MSGS	NA	Direct load from staging table ODN_STG.STG_MTG_STMTMSGS
MTG_IVR_DAILY_SUMMARY	NA	Direct load from staging table ODN_STG.STG_MTG_IVRDAILYSUMMARY
MTG_POWER_ELIGAGG	NA	Direct load from staging table ODN_STG.STG_MTG_POWERELIGAGG
MTG_ESOLICIT_SUMMARY	SREDMON.ESOLICITSUMMARY	

MTG_CMDCAMP_DETAIL	PROD_CMDCAMPDETAIL	
	SP_CAMPAIGNMANAGER	Supporting procs
	SP_CMDCAMPAINMANAGER	Supporting procs
	SP_CMDMONTHLYPOWERCOST	Supporting procs
	SP_MSSOLICITCOUNT	Supporting procs
	SP_SOLICITCOUNT	Supporting procs
	SREDMON.PROD_ENDDTUPDATE	Supporting procs
	USP_CMDB2CTOF	Supporting procs
MTG_SOLICIT_SUMMARY	SREDMON.PROD_SOLICITSUMMARY	
MTG_CMDOB_DAILY		
MTG_SALES_ENGINE_REFERRALS	PROD_SALESENGINEREFERRALS	
MTG_SALES_ENGINE_CALLEDIN	PROD_SALESENGINECALLEDIN	
MTG_LLS_COMBINED_LEADS	PROD_LCMS_SNAPSHOT	Leads and BACLeads will be union'ed according to the view definition of CampSight.dbo.LLSCombinedLeads_vw
	PROD_BACLEADS	
MTG_RESPONSES	PROD_RESPONSES	
	PROD_CALLMENU	
	PROD_GENESYSCALLDATA	
	PROD_IVRCALLDATA	
	SREDMON.PROD_DNISDAILYCONSOLIDATED	
	PROD_ATTCALLSUMMARY	
	PROD_ALLCAMPDETAILS	
MTG_LOANNUM_LEAD_MAPPING	PROD_LOANNUMLEADMAPPING	
MTG_LLS_COMBINED_APPS	PROD_APPS	Apps and BACApps will be union'ed according to the view definition of CampSight.dbo.LLSCombinedApps_vw
	PROD_BACAPPS	
MTG_LLS_COMBINED_FUNDS	PROD_FUNDS	Funds and BACFunds will be union'ed according to the view definition of CampSight.dbo.LLSCiombinedFunds_vw
	PROD_BACFUNDS	
MTG_APPS_MATCHED	PROD_APPSMATCHED	
MTG_FUNDS_MATCHED	PROD_FUNDSMATCHED	
MTG_ALLCHANNELS_DATA_PROD	PROD_ALLCHANNELDATA_PROD	
MTG_ALLCHANNELS_DATA	PROD_ALLCHANNELDATA	

Artifact name at Campsight	Odin View name
PROD_LMI	VWODN_BI.MTG_LMI_FINAL_SOURCED_MIKE
PROD_TIMESERIES	VWODN_BI.MTG_TIME_SERIES_APPS, VWODN_BI.MTG_TIME_SERIES_FUNDS, VWODN_BI.MTG_TIME_SERIES_LOAN_AMT, VWODN_BI.MTG_TIME_SERIES_SAL_RESPNS, VWODN_BI.MTG_TIME_SERIES_SOLICITS
CRE_APPS_EXTRACT-HELOCACAPS	VWODN_STG.STG_MTG_CRE_APPS_EXTRACT
DBO.OBVENDORDISPOSITION	VWODN_STG.STG_MTG_OBVENDOR_DISPOSITION
MARKET.DBO.ADIM_EMPLOYEE	VWODN_STG.STG_MTG_ADIM_EMPLOYEE
MART.DBO.MSMONTH	VWODN_STG.STG_MTG_MS_MONTH
TAJMAHAL.DBO.TAJCAMPAIGN	VWODN_STG.STG_MTG_TAJ_CAMPAIGN
TAJMAHAL.DBO.TAJLOCATIONTYPE	VWODN_STG.STG_MTG_TAJ_LOCTN_TYPE
TAJMAHAL.DBO.TAJPRODUCT	VWODN_STG.STG_MTG_TAJ_PRODUCT
TAJMAHAL.DBO.TAJPRODUCT CAMPAIGN	VWODN_STG.STG_MTG_TAJ_PRODUCT_CMPGN
DIVISIONALREPORT_SYNC	VWODN_STG.STG_MTG_PROD_DIVISNAL
DIVISIONALPRODREPORT_SYNC	VWODN_STG.STG_MTG_PROD_DIVISNAL_PROD;
MARKET.DBO.RDR_EMPLOYEE	VWODN_STG.STG_MTG_RDR_EMPLOYEE
CAMPSIGHT.DBO.DISPOSITIONAUDIT	VWODN_STG.STG_MTG_DISPOSITION_AUDIT
CAMPSIGHT.DBO.PROD_DIVISIONAL_ FILTER_TBL	VWODN_BI.MTG_PROD_DVSNAL_FLTER_TBL
DBO.DATES	VWODN_STG.STG_MTG_DATES
DBO.MC_CAMPDETAIL	VWODN_STG.STG_MTG_MC_CMP_DTL
DBO.CIM_OFFERCDMAPPINGS	VWODN_STG.STG_MTG_CIM_OFR_CD_MAPPINGS
DBO.SALESENGINE_PRODUCTS	VWODN_STG.STG_MTG_SALESENGINE_PRODUCTS
DBO.SALESENGINE_OFFERSTATUSES	VWODN_STG.STG_MTG_SALES_ENGINE_OFR_STATS
DBO.SALESENGINE_NOTOFFERED STATUSES	VWODN_STG.STG_MTG_SLS_ENGN_NT_OFRD_STATS

MART.DBO.CORPCUST	VWODN_STG.STG_MTG_CORP_CUST
MART.DBO.PRODUCTNUMOVERRIDE	VWODN_STG.STG_MTG_PRODUCT_NUM_OVERRIDE
RESEARCH.DBO.LBAC_LO_ORIGINA TORS	VWODN_STG.STG_MTG_LBAC_LO_ORIGINATORS
REPORTS.DBO.PWRREFERRALS	VWODN_STG.STG_MTG_PWR_REFERRALS
SOLICIT.DBO.YOURACCOUNTS	VWODN_STG.STG_MTG_YOUR_ACCOUNTS
MART.DBO.BOGUSSSN	VWODN_STG.STG_MTG_BOGUS_SSN
CAMPSIGHT.DBO.ONLINECHANNEL MATRIX	VWODN_STG.STG_MTG_ONLINE_CHNNL_MTRX
CAMPSIGHT.DBO.ONLINECUSTOMM ATRIX	VWODN_STG.STG_MTG_ONLINE_CUSTOM_MTRX

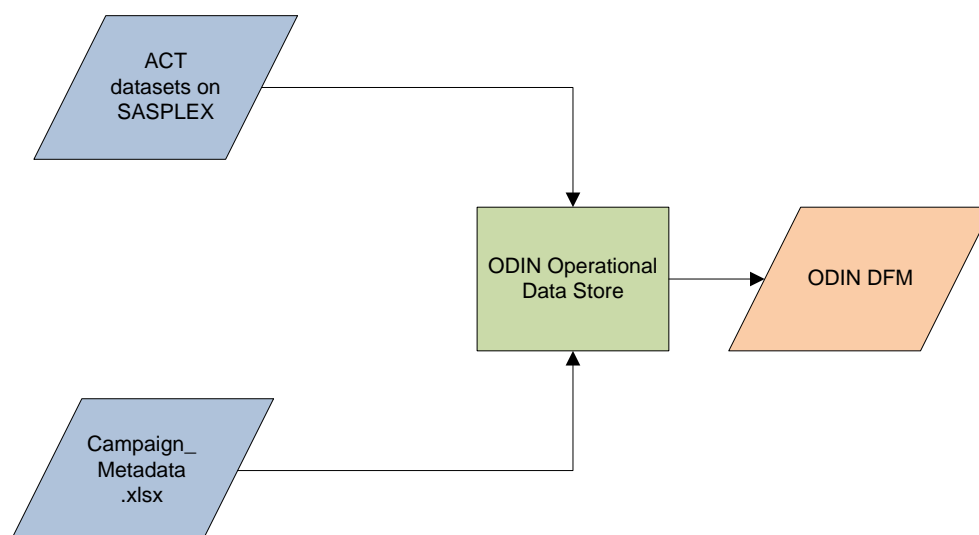
CAMPSIGHT.DBO.ONLINEDETAILMATRIX	VWODN_STG.STG_MTG_ONLINE_DTL_MTRX
CAMPSIGHT.DBO.ONLINEFIELDSMATRIX	VWODN_STG.STG_MTG_ONLINE_FIELDS_MTRX
CAMPSIGHT.DBO.ONLINEMEDIATYPMATRIX	VWODN_STG.STG_MTG_ONLINE_MEDIA_TYP_MTRX
CAMPSIGHT.DBO.ONLINEMONTHLYQUARTELYMATRIX	VWODN_STG.STG_MTG_ONLINE_MTH_QTR_MTRX
CAMPSIGHT.DBO.ONLINESUBTOTALMATRIX	VWODN_STG.STG_MTG_ONLINE_SUBTOTAL_MTRX
CAMPSIGHT.DBO.FAVORITEREPORTS	VWODN_STG.STG_MTG_FAVORITE_REPORTS
MARKET.DBO.APPSTATFSL	VWODN_STG.STG_MTG_APP_STAT_FSL
TAJMAHAL.DBO.TAJFLIGHTCHASE	VWODN_STG.STG_MTG_TAJ_FLIGHT_CHASE
MARKET.DBO.WEBDTM	VWODN_STG.STG_MTG_WEB_DTM
CAMPSIGHT.DBO.CMDINETLEADS	VWODN_STG.STG_MTG_CMD_INET_LEADS
	VWODN_STG.STG_MTG_CMD_WEB_APPS_EXCL
MARKET.DBO.LOCKSTAT	VWODN_STG.STG_MTG_LOCK_STAT
CAMPSIGHT.DBO.LTSCOMBINED	VWODN_STG.STG_MTG_LTS_COMBINED
SOLICIT.DBO.STMTMSGs	VWODN_STG.STG_MTG_STMT_MSGS_ARCHIVES
	VWODN_STG.STG_MTG_SYNC_DATA
	VWODN_STG.STG_MTG_SYNC_VIEW

3.4.Data related to ACT

ACT stands for Automated Campaign Tracking.

- Monthly pull of data
- Tracts Consumer Deposits, Small Business, and Student Lending
- At the account, party, and party collection levels.

It consists of 8 SAS datasets which are divided into Detailed and Summary datasets.



The diagram above depicts the process of bringing the ACT datasets into Odin. Data for ACT is pulled from the SAS datasets and tables from the W. The SAS datasets primarily supplies the Solicitation information and Response information is pulled from the tables on the W.

The table below depicts the different data sources for ACT –

SAS datasets from SASPLEX Server		The W
Metadata SAS datasets (Updated by DMCE Analysts)	<ul style="list-style-type: none"> /mkt/consumer/campaign/deposit s /dep_smb_stu_report_datamart/meta data_cmpgn /metadata_cmpgn.sas7bdat /mkt/consumer/campaign/deposit s /dep_smb_stu_report_datamart/meta data_cell /metadata_cell.sas7bdat 	VDWMYYMM.PTY_ARNG_PROD_RB VDWMYYMM.DDA_ACC_CONSL PROD_MDP.ADD_IT_UP_DDA PROD_MDP.ADD_IT_UP PROD_MDP.SCRED_DDAS_YYMM CODSV.CONSL_CRD_EOM_YYYYMM PROD_MDP.ACC_CONSL_YYYYMM CLPR.ARNG_PRFT_YYMM PROD_MDP.HIGH_PERF_YYYYMM VDWMYYMM..CDS_ACC_CONSL VCODE.ALRT_EV_TYP VDWMYYMM.PTY_RB MIB.MOBILE_BNK_ACTV_DY MIB.REF_MIB_DT IBR.PAYRL_SVC_ARNG USER_ANALD.DM_SB_ONLN_ACCTS_YY IBR.PTY_ARNG_PTFOL PROD_MDP.PTYCL_PRMY_YYYYMM VMAS.PTYCL_MAS_AFFL VDQCT.DUNS_BUS_DEMOG CLPR.PTYCL_PRFT_FFW_YYMM VDWMYYMM.PTYCL_RB
Solicitation datasets (Created by DMCE Execution)	<ul style="list-style-type: none"> /mkt/consumer/campaign/deposit s /dep_smb_stu_report_datamart/solic itation_file 	
1D LPAR SAS datasets (small business-specific)	<ul style="list-style-type: none"> Smbsumdb.sas7bdat sum3.sas7bdat 	
WAP3 SAS datasets from other teams (small business-specific)	<ul style="list-style-type: none"> /wapshare/mkt /sm_bus_acct_final_YYMM.sas 7bdat 	

The SAS data mart consists of 6 detail SAS datasets and 2 summary SAS datasets.

#	Type	ACT Dataset Name	Description	Details
1	Detailed	ACC_RESP	Account Level Response	Data at Account, Party ID and Party Collection ID levels between Campaign Start and End dates.
2		PTY_RESP	Party Level Response	
3		PTYCL_RESP	Party Collection Level Response	
4		ACC_TS	Account Level Time Series By End Of Month Extract Date	Data at Account, Party ID and Party Collection ID levels for the campaigns by end of the month extract date.
5		PTY_TS	Party Level Time Series By End Of Month Extract Date	
6		PTYCL_TS	Party Collection Level Time Series By End Of Month Extract Date	
7	Summary	RESP_S	Response Summary	Campaign level summary considered between Campaign Start and End date.
8		TS_S	Time Series Summary	Campaign level summary considered by end of the month extract date.

** ACT data is currently not updated in Odin as changes that were incorporated into the ACT SASPLEX datasets during Dec 11/Jan 12 are not reflected in Odin. These will be taken up as Odin enhancements.

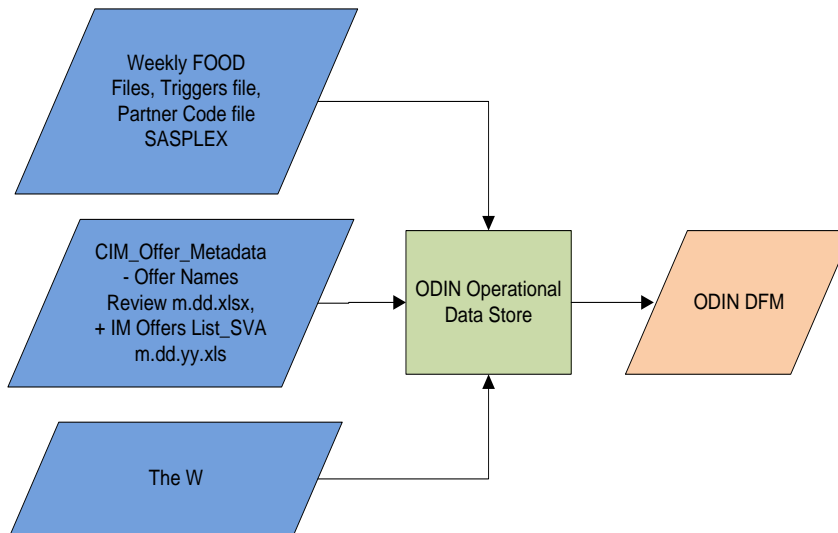
3.4.1. ACT Metric sourcing

Data	Source	Source Description	Source System
Campaign	/mkt/consumer/campaign/reporting /prod/sasmar/act_pull/ACC_RESP	ACT datasets. The campaign information is the same in all the ACT datasets. Join the CMPGN_ID with the CMPGN_ID in the campaign metadata xls to get the Campaign descriptions and the Campaign Channels.	SAS Plex
	Campaign_Metadata_Current.xlsx		

Data	Source	Source comment	Filter criteria
Solicitation	/mkt/consumer/campaign/reporting /prod/sasmar/act_pull/ACC_RESP	<p>The Odin solicitations table will be populated with -</p> <ul style="list-style-type: none"> ○ Account number ○ Account application system id ○ Account company number ○ Account category code ○ Campaign cell ID ○ Campaign ID ○ Party Collection ID ○ Customer ID (Party ID) 	Based on the 4 part Account key from the ACC_RESP dataset.

Data	Source	Source comment	Filter criteria
Unit	/mkt/consumer/campaign/reporting/prod/sasmar/act_pull/ACC_RESP	<p>The Odin Units table will be populated with -</p> <ul style="list-style-type: none"> ○ Account number ○ Account application system id ○ Account company number ○ Account category code ○ Campaign cell ID ○ Campaign ID ○ Party Collection ID ○ Customer ID (Party ID) 	<p>Based on the 4 part Account key from the ACC_RESP dataset.</p> <p>The account field ACC_PD_CTGY_CD provides the product details of the Unit produced.</p>

3.5.Data related to IM



IM stands for Interaction Management. The different Channels and Entities related to the Interaction Management are shown below.

Channel
Teller
Seller
LEAN
IVR
iOriginate

Entities
Offers (Unique offers from Weekly Food file + Offer description etc. from CIM Metadata file)
Loaded offers (Weekly Food file + Trigger data file + partner code dataset)
Dispositions (Data from VEPAOM & VEPAOM_XES with disposition status)
Success measures –Services, Products or Messages that were accepted by the customer.

The different data sources for IM with their description are provided in the table below.

Source	Description	Location
Food Control Monthly	Similar data as in Control weekly file. Gets generated once every month. This file is not a combination of four control weekly files. For a month, it would not have the data for the last week of that month; also it might have some different records as well.	/odi47831/SrcFiles/IM/ODIN_IM_fcontrol.txt.gz
Food Control Weekly	This file contains the data corresponding to the users (PTY_IDs) to which the offers have not been sent but are treated as potential customers. Gets generated every week.	/odi47831/SrcFiles/IM/ODIN_IM_weekly_controls.txt.gz
Food Test Sequenced	This file contains the data corresponding to the users (PTY_IDs) to which the offers have been sent. Gets generated every week.	/odi47831/SrcFiles/IM/ODIN_IM_ftest_sequenced.txt.gz
Triggers File	Contains the list of triggered offers, the PTY_ID associated with them, and the offer expiry date. This file gets generated daily and we combine the 5 separate files from Monday to Friday into a single one to create a weekly file. This file contains the triggered offers from the last week. Hence, the triggers file from this week is used along with the food files from the previous week to load data into ODIN.	/odi47831/SrcFiles/IM/ODIN_IM_Trigger.txt.gz
Meta Data File	This is the Offers Metadata file which gets generated bi weekly. This is a xls file which gets uploaded on the sharepoint and is loaded directly onto an ODS table.	/odi47831/SrcFiles/IM/CIM_Offer_Metadata.csv

Source Tables (The W)	Description
<p>The data from the W tables is pulled via 8 different queries (BTEQ Scripts) to respective files which are then loaded to the respective staging tables. These staging tables are then used to create one final view in the BI layer.</p> <p>The List of W tables getting used in the 8 BTEQ scripts are provided in the adjacent column.</p>	<ul style="list-style-type: none"> • VEPAOM.OFR • VEPAOM.OFR_DECSN_STAT_TYP • VEPAOM.OFR_INDY • VEPAOM.SESSN_PTY • VEPAOM.SESSN • VEPAOM.SESSN_OFR • VEPAOM.SESSN_OFRX • VEPAOM_XES.REF_CREAT • VEPAOM_XES.REF_STAT_TYP • VEPAOM_XES.REF_FINL

3.5.1. IM Metric sourcing

Data	Channel	Source	Source Description	Source System
Offers	All	<ul style="list-style-type: none"> ftest_sequenced.sas7bdat.gz weekly_controls_061011.sas7bdat.gz Monthly control file 	Offers can be obtained from these three files	SAS Plex
		<ul style="list-style-type: none"> CIM_Offer_Metadata - Offer Names Review m.dd.xlsx Updated IM Offers List_SVA m.dd.yy.xls 	Offer description can be obtained from the metadata file by joining with the offer code. The financial information related to an offer can be obtained from the IMOffersListSVA file	

Data	Channel	Source	Source comment	Filter criteria	Source System
Solicitation (Loaded Offers)	LEAN	<ul style="list-style-type: none"> ftest_sequenced.sas7bdat.gz weekly_controls_061011.sas7bdat.gz Monthly control file 	Get the loaded offers from the FOOD files	Channel='L'	SAS Plex
	Seller (LeadGen, Interact, SNAP)			Channel='S'	SAS Plex
	IVR			Channel='R'	SAS Plex
	Teller			Channel='T'	SAS Plex
	iOriginate			Channel='M'	SAS Plex

Data	Channel	Source	Source comment	Filter criteria	Source System
Solicitation (Flagging of Non Activated Triggers)	LEAN	/mkt/consumer/campaign/execution/DEPOSITS/trigger/data/&yy./&mm ti_10_final_im_d_yyyymmdd.txt.	Get the trigger offers from the Trigger file	Channel='L'	SAS Plex
	Seller (LeadGen, Interact, SNAP)			Channel='S'	SAS Plex
	IVR			Channel='R'	SAS Plex
	Teller			Channel='T'	SAS Plex
	iOriginate			Channel='M'	SAS Plex

Data	Channel	Source	Source comment	Filter criteria	Source System
Solicitation (Sourcing new affinity codes)	LEAN	partner_cd	Get the Affinity codes from the partner_cd dataset	Channel='L'	SASPlx
	Seller (LeadGen, Interact, SNAP)	partner_cd		Channel='S'	SASPlx
	IVR	partner_cd		Channel='R'	SASPlx
	Teller	partner_cd		Channel='T'	SASPlx
	iOriginate	partner_cd		Channel='M'	SASPlx

Data	Channel	Base Table	Source System
Dispositions	LEAN	VEPAOM.OFR VEPAOM.OFR_PTY SESSNOFR SESSN SESSN_PTY	THE W
	Seller (LeadGen, Interact, SNAP)	VEPAOM.OFR VEPAOM.OFR_PTY SESSNOFR SESSN SESSN_PTY	THE W
	IVR	VEPAOM.OFR VEPAOM.OFR_PTY SESSNOFR SESSN SESSN_PTY OFR_INDY	THE W
	Teller	VEPAOM_XES.REF_CREAT VEPAOM_XES.REF_STAT_TYP VEPAOM_XES.REF_FINL SESSNOFR SESSN SESSN_PTY	THE W
	iOriginate	VEPAOM.OFR VEPAOM.OFR_PTY SESSNOFR SESSN SESSN_PTY	THE W

Artifact name at Campsight	Odin name
DBO.IMOFFERRANKINGUPLOAD	VWODN_BI. IM_OFFER_RANKING_UPLOAD
DBO.IMTRIGGERWEEKLY	VWODN_BI. IM_TRIGGER_WKLY
DBO.IMTRIGGERWEEKLYREPORT	VWODN_BI. IM_TRIGGER_WKLY_RPT
DBO.IMAFFINITYREPORT	IM_AFFINITY_REPORT
DBO.IMBANKAMERICARDREPORT	IM_BAC_CARD_REPORT
DBO.IMPRODREPORT	IM_PROD_RPT
DBO.IMCHOICEDAILYUPLOAD	STG_IM_CHOICE_DAILY_UPLOAD IM_CHOICE_DAILY_UPLOAD
DBO.IMOFFERCODESSVA	STG_IM_OFFER_CD_SVA IM_OFFER_CD_SVA
DBO.IMPRODUPLOAD	IM_PROD_UPLOAD
DBO.PROD_IMDOERESULTS_TOUAT	IM_DOE_RESULTS_RPT
DBO.IMOFFERS	IM_OFFERS
DBO.IMCHOICEOFFERCODES	IM_CHOICE_CDS
DBO.IMCHOICECUSTOMERENGAGEMENT	IM_CHOICE_CUST_ENGMT
DBO.IMCHOICEUPLOAD	IM_CHOICE_UPLOAD_MNTHLY
DBO.IMCUSTOMERENGAGEMENTREPORT	IM_CUST_ENGMT_RPT IM_CUST_ENGMT_RPT_ALL
DBO.DRAM_DASHBOARD_IM_VIEW	IM_DRAM_DASHBOARD
DBO.IM_SUMMARY	IM_SUMMARY IM_SUMMARY_2010
DBO.CIM_SOLICITATIONS_PRODUCTIONVIEW_VW	CIM_SLCTN_PROD_VW

3.6.Product hierarchy

Odin pulled the Product hierarchy information data from Campsight (Mortgage), Bacardi (Cards) and eMARC (Digital) and found that –

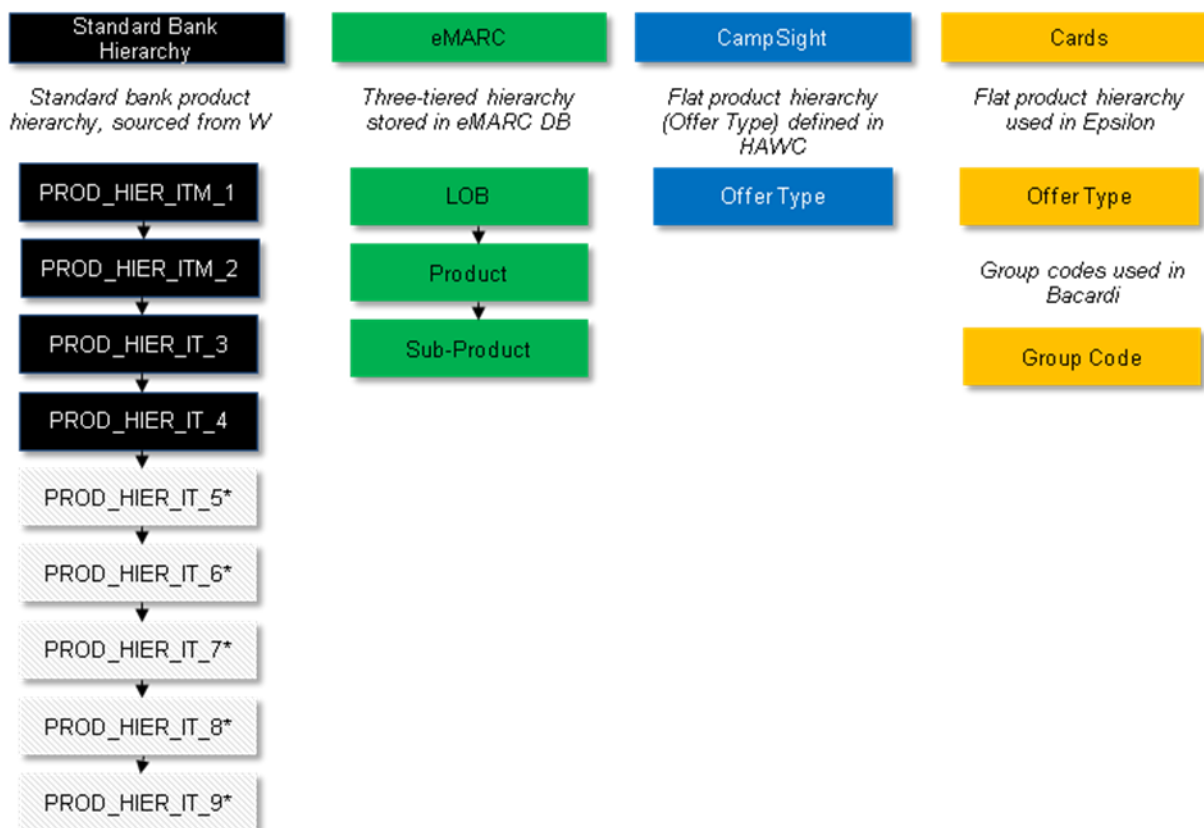
- Product and Sub Product codes differ between applications
- Product and Sub product codes differ from the standard W nomenclature

The Product and Sub product codes from the non digital data has been standardized and stored in the Odin table ODN_ODS.PROD_HRRCHY. The digital Product and Sub Product codes are stored in the ODN_ODS. PROD_HRRCHY_DIGITAL.

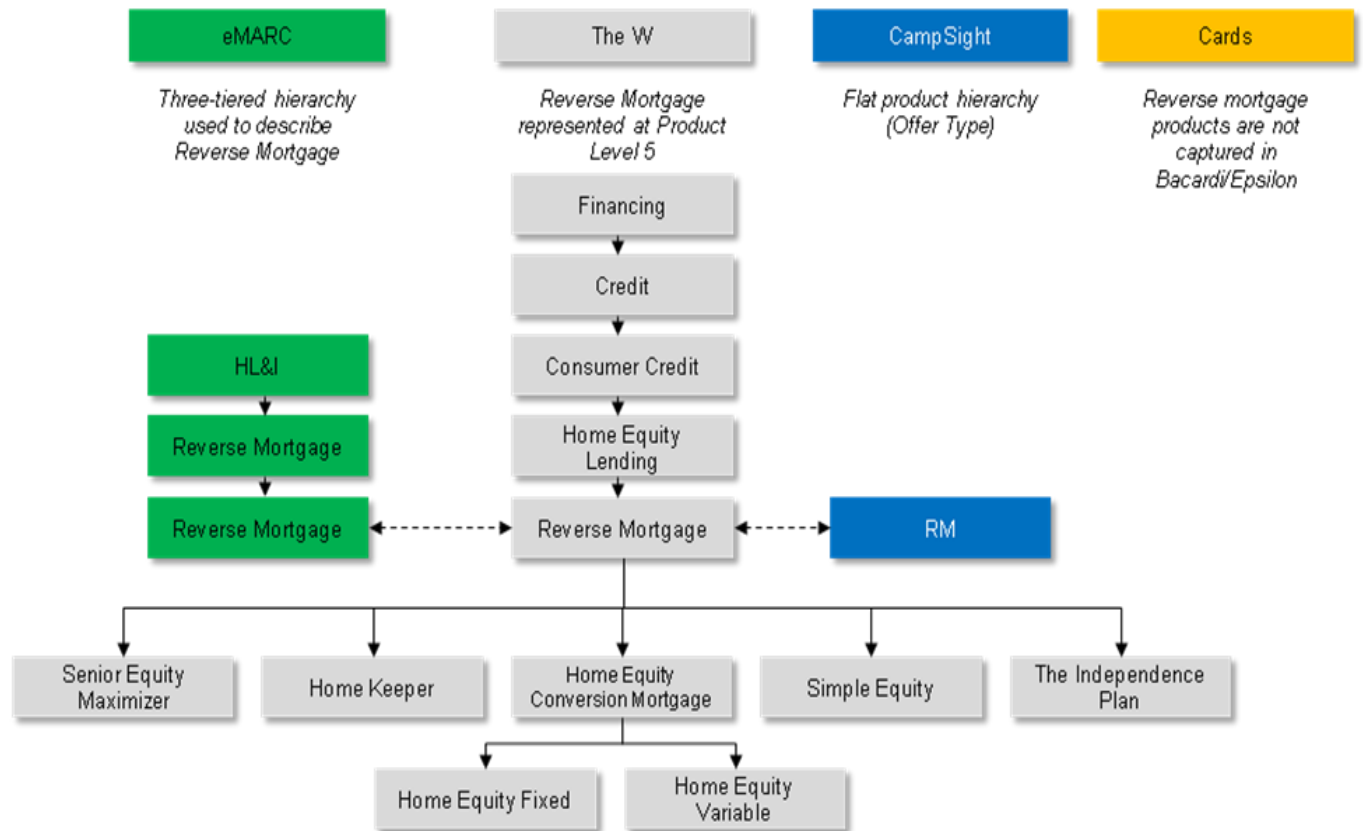
The W Product and Sub Product hierarchy can be found in the W table PROD_HIER_INFO.

3.6.1. Product hierarchy reconciliation

The product hierarchies used by the three marketing systems – eMARC, Campsight, and Bacardi – vary greatly across system. The three different product hierarchies need to be reconciled in order to support ODIN’s cross-product reporting capability.



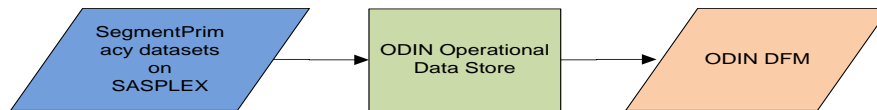
The diagram below explains the product hierarchy problem taking Reverse Mortgage product as an example.



Long term solution –

Adopt the Bank standard Product and Sub Product hierarchy in Odin.

3.7.Segment and Primacy data



Odin uses the Segment and Primacy data pulled by the Food file team. This data is originally pulled from the KPI segment table (USER_IXI), DOM and CRM tables on the W.

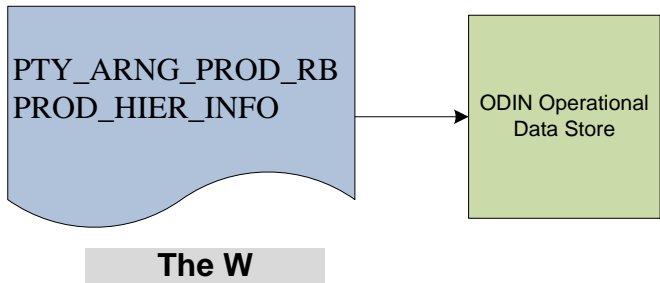
- USER_MA_IXI.KPI_PTYCL_SEG_20&YYMM
- VCRMMCT.PTY_CRM
- VDOMMCT.PTY_DOM
- VDWMMCT.PTY_RB
- PROD_MDP.PTYCL_PRMY_20&YYMM

Segment Value	Segment Description
MM	Mass Market
MA	Mass Affluent
SB	Small Business
Unknown	<Space>

Primacy Value	Primacy Description
0	Non Primary
1	Primary (Primary with either Consumer or Small Business)
2	Primary with both Consumer and Small Business
<Space>	Unknown

Description	Name	Source	Comments
Ring Fence segments	VMASGL.PTYCL_MAS_AFFL_GL_SEG	The W	Only calculated at Party collection ID or House hold level

3.8.Units data

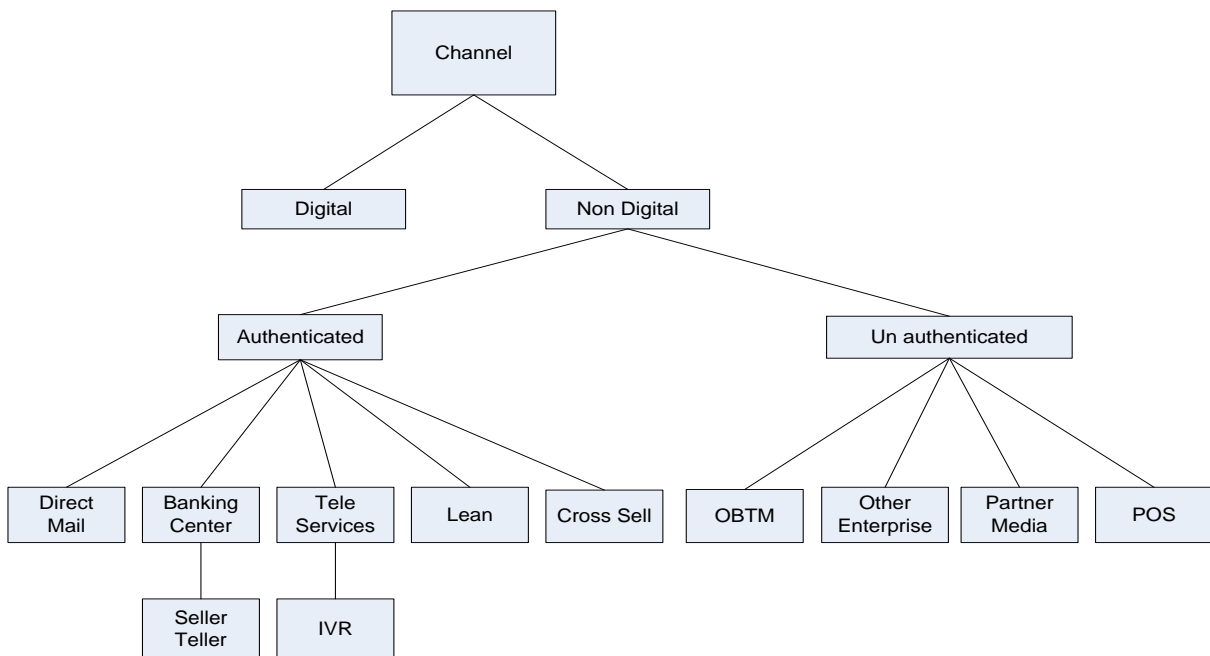
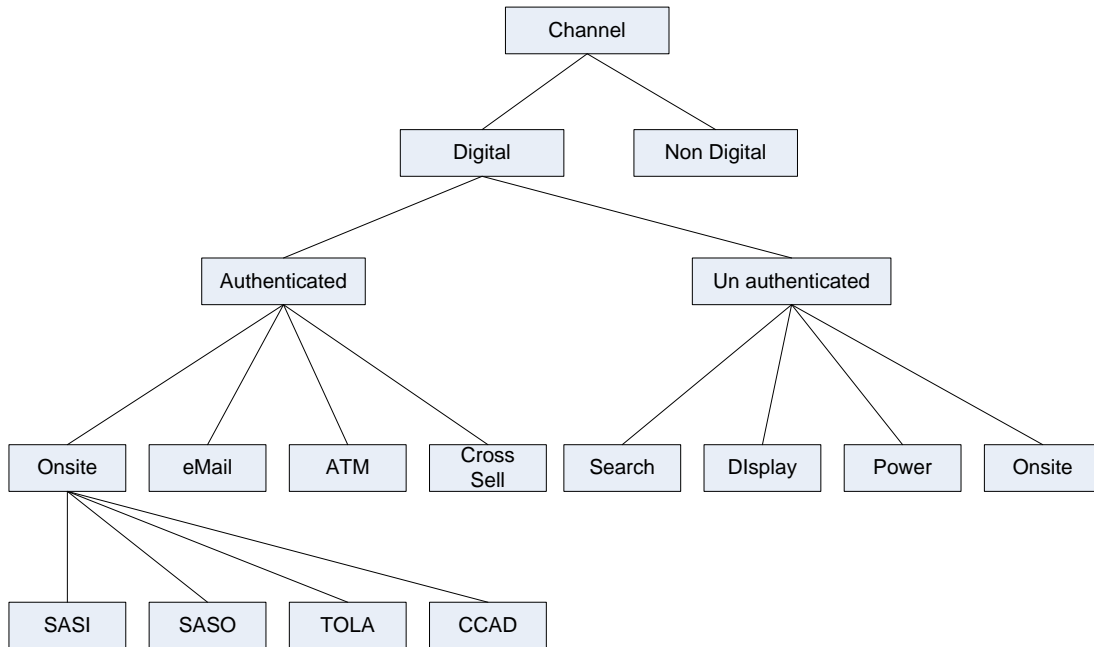


Odin brings in the Units data from the W and holds it on a 13 month rolling history.

W Table	Columns	Frequency
VDWMCT.PTY_ARNG_PROD_RB VDWMCT.PROD_HIER_INFO	ACCNO ACC_CO_NO ACC_APPSYS_ID ACC_PD_CTGY_CD PTY_ID PTYCL_ID SALE_CHN_CD ACC_TRAD_DT_MKT_AM DERIV_ACC_BL_AM PKG_SUM_AM ACC_ORIG_LINE_AM ACC_OPN_DT PROD_HIER_ITM_CD STA_CD BUS_BNK_SUB_CTGY_DE	Monthly

3.9.Channel data

Odin contains data for both the Digital and Non Digital channels.



Channel discrepancy –

Odin fetches and stores the data at the Marketing channel. The diagrams above which show the different digital and non digital channels pertain to the marketing channels. The Impressions/Solicitation, Clicks/Responses and applications are collected through the different marketing channels.

The resulting Unit from the marketing activity is however stored at the Sales channel in The W. The Units information stored in Odin (explained in the section Units data) has the Units and their corresponding sales channel (SALE_CHN_CD).

3.10. Odin Exports

Odin exports data to Epsilon and Starcom via FTP. The details of the exports from Odin are provided in the table below –

Data to Epsilon –

LOB/ Application	Artifact Name	Artifact Type
Digital	VWODN_FDM.EM_ATM_CAMPAIGN_DIM	Table
	VWODN_FDM.EM_EMAIL_CAMPAIGN_DIM	Table
	VWODN_FDM.EM_SASI_SPLASH_DIM	Table
	VWODN_FDM.EM_SASO_CAMPAIGN_DIM	Table
	VWODN_LKP.LKUP_SASO_COID_PARENT	Table
	VWODN_FDM.EM_SASO_CAMPAIGN_DIM	Table
	VWODN_FDM.EM_ADTRACK_CAMPOPT_BRIDGE	Table
	VWODN_LKP.LKUP_SUB_PRODUCT	Table
	SASO_TARGETEDPARTYIDDATA*.TXT.PGP	File
	SPECIALOFFERS_OFFERSPRESENTEDCLICKED*.TXT.PGP	File
	SPECIALOFFERS_PARTYIDSClicked*.TXT.PGP	File
Mortgage	SALESENGINE_PRODUCTS	Table
	SALESENGINE_NOTOFFEREDSTATUSES	Table
	SALESENGINE_OFFERHISTORY	Table
	SALESENGINE_OFFERSTATUSES	Table
	MTG_DETAIL_MATCH	Table
	CRE_APPS_EXTRACT	Table
	MC_CAMPDETAIL	Table

Data to Starcom –

Application	Artifact name	Artifact type
Digital	CWINETApps.txt	File
	CWINETFunds.txt	File
	CWINETResponses.txt	File
	CWINETLeads.txt	File

4. Tools and Utilities used

#	Tool/Utility	Description
1	MLOAD	For load from file to table. Can be used when the number of records and record length of the records are high.
2	FASTLOAD	For load from file to table. Can be used only when the target table is empty.
3	TPUMP	For load from file to table. Can be used when the number of records is low. Will not lock the table while loading.
4	BTEQ	For load from table to table.
5	XPORT	Table to File.
6	Teradata SQL Assistant	To access tables on the W
7	Informatica 9.0.1	ETL Tool
8	SSH Tectia	File transfer client

5. Raising request for Odin db access

Use the MDP portal and guide links below to request access to the Odin db.

<http://crprdniism4e.bankofamerica.com:89/MDPPORTAL-PROD/MDP/Pages/mdpPortalLoginPage.aspx>

http://sharepoint.bankofamerica.com/sites/Unica_CM/MRM/MDP%20Documents/Access%20management/MDP%20Portal%20Guide.docx

Step 1: Raise a request for creating an ID in ODIN Prod or non-Prod environments.
(If you already have an ID, you can skip step 1 and go to step 2.)

Step 2: Once id is created, you have to raise request to get access to specific access categories.

Contact the MDP DBA's at dg.CS_DBA_Teradata@bankofamerica.com in case of questions.

6. Important links

Description	Link
To raise request for a new DB creation in The W	http://warehouse.bankofamerica.com/IER/IER_RequestType.aspx
To check and request for The W table access	http://warehouse.bankofamerica.com/jclist.aspx?server=P&approvers=true
New EPE	http://sharepoint.bankofamerica.com/sites/SIS_Mainframe_Prod_Support/Lists/EPE_Entry_Checklist/NewForm.aspx
eWorkPlace	https://login.fidelity.com/ftgw/Fidelity/eWPEmp/Login/Init?AuthRedUrl=https://hrprworkplaceservices100.fidelity.com/EWPHome.html
Nexus – To execute queries in UAT	http://warr.bankofamerica.com/ServiceRequest/ServiceRequestSetup.aspx
Teradata capacity forecast	http://sharepoint.bankofamerica.com/sites/cs-btg/ArchitectureandStrategy/Lists/Teradata%20Forecast/LOB%20Alignment%20Hierarchy.aspx
EIM CAB	http://sharepoint.bankofamerica.com/sites/cs-btg/ArchitectureandStrategy/W-CAB/_layouts/AccessDenied.aspx?Source=http%3A%2F%2Fsharepoint%2Ebankofamerica%2Ecom%2Fsites%2Fcs%2Dbtg%2FArchitectureandStrategy%2FW%2DCAB%2Fdefault%2Easpx
HAWC	http://dmce.bankofamerica.com/HAWCP/Default.aspx

General links –

Description	Link
To book conference rooms	http://rooms.bankofamerica.com:8888/
Field Glass logon	https://www.fieldglass.net/login.do
Bank document templates (BRD, HLD etc)	http://processnavigation.bankofamerica.com/waterfall/framework.htm
InfoPortal	http://infoportal.bankofamerica.com/
EMIP	https://dsawebprod.bankofamerica.com/EMIP

7. Contacts list

Value	Description
Interactions Management (IM)	Coyle, Kenneth
Interactions Management (IM)	Shawna Miller
Interactions Management (IM)	Vishal Amin
Mortgage	Redmon, Stephen A
Mortgage	Moreno, Michael
Mortgage	Luttkus, Chris
Cards	Packard, Aaron L
Cards	Marshburn, Kyle
ACT	Kemmerlin, Wesley
Digital	Fischer, Matthew
Digital	Arnette, James

8. Glossary

Value	Description
Authenticated	User has a valid login id and password to logon
CCAD	Credit Card Account Details – Information that is gathered from Credit cards
CED	Core Entity Database (supports commercial and private customers)
Channel	A source or a marketing outlet (a way of dividing or categorizing) (It is NOT a data source)
Click	The user clicking the ad that is displayed. So a click is a subset of an impression
CPA	Cost Per Acquisition
CRE	Consumer Real Estate
CTC	Click to Conversion rate (read Proxy value above for more details)
GWM	Global Wealth Management
HL&I	Home Loan and Insurance
Impressions	Display of an ad on the online page
KTC	Keep The Change
Non-Transparent Customers	Bank customers who have a relationship (have a checking account etc)
NOBK	Never Booked
OLB	On Line Banking
Other action clicks	Clicks such as “No thanks”, “Show me Later”, “More info”.
Proxy	Ratio of number of Units to the number of Clicks i.e. ratio of the number of clicks that actually got converted ($P=U/C$)
SASI	Splash At Sign In – Ads that are displayed at the sign in
SASO	Splash At Sign Out – Ads that are displayed at the sign out
Scorecard	Report which provides information
SEO	Search Engine Optimization
SSRS	SQL Server Reporting Services
SVA	Share holder Value Added
THOR	Transaction History Opportunity Recognition

TOLA	Targeted On Line Advertising – Online ads on the webpage. These online ads might be customized based on the info gathered. For ex - If a person had clicked on the CD in his last session, he might get an ad for CD in his next session.
Transparent Customers	Customers who had a MBNA credit card (MBNA was taken over by the bank) but have no other relationship with the bank
Unauthenticated	User does not have a valid login id and password
Units	Every click which has got converted is a unit. So if a person clicks on a CD ad and buys a CD, then it is a unit.